China Market Ready Workshop to boost Vanuatu Tourism

By Sabrina Tabi Oct 12, 2023 0

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Marcus Lee, China Travel Online Chief Executive Officer.
By Sabrina Tabi

A consultation workshop for China Market Ready program has been held yesterday at Warwick Le Lagon, to provide consultation with Vanuatu tourism operators on how they can upgrade their services to attract more Chinese tourists into the country.

The workshop was organised by the Vanuatu Tourism Office (VTO), hosting the Chief Executive Officer (CEO) of the China Travel Online, Marcus Lee, as the consultant for the workshop.

According to CEO Marcus, the workshop is about teaching the stakeholders on how to upgrade their services to be better in order to attract more Chinese tourists, using tools such as social media.

"It will help strengthen the bilateral relationship for the two countries (Vanuatu and China), through human interactions in the name of tourism," he said.

Mr. Marcus explained that China is currently the largest market for tourism globally, so this is a "strong solid reason why Vanuatu could consider China as a potential market" for tourism.

"China has also been ranked the highest spender in the world in terms of tourism, and Vanuatu wouldn't want to miss out on that," he added.

VTO Marketing Manager, Martin David, stated that participants of this workshop will be awarded certificates which will enable VTO to conduct a follow up with them after a one- year period to record the progress of their businesses after the workshop.

He emphasised that the main objective for this workshop is to restore the number of Chinese tourists that the country has been receiving before COVIDd-19 lockdown.

He also added that bringing in more Chinese tourists will be a good investment for Vanuatu, as China produces the largest number of tourist world-wide.

The Minister responsible for the Ministry of Trade and Commerce (MTC), Anatole Hymack, concluded that this workshop is not a one-time event, but marks the beginning of a long term partnership between Vanuatu and China.

"By working hand in hand, we can create a situation where both countries will benefit from increased tourism flows, economic growth, and cultural exchange," he said.

The China Ready Program is a practical program that has been developed for the past 20 years, and has been accumulated in 49 countries, with Vanuatu being the 50th.

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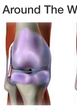
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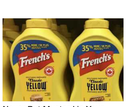

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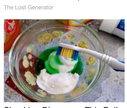
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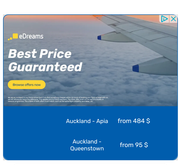

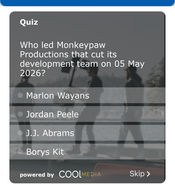

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